

The provision is intended to consolidate various functions related to marketing of the state or state agency services in the Department of Tourism, which currently markets the state as a destination for tourists and other travelers. Tourism would be provided staffing and funding for an Office of Marketing, and Tourism would charge agencies for marketing services. The bill would not provide for the transfer of any incumbent employees to Tourism. Additional information on the Office of Marketing is available under "Tourism."

**Joint Finance:** Modify the Governor's recommendation by deleting funding associated with the positions, rather than reallocating funding to supplies and services.

#### **18. TRANSFER EDUCATIONAL APPROVAL BOARD CONSUMER PROTECTION FUNCTIONS [LFB Paper 723]**

**Governor:** Beginning January 1, 2016, provide DATCP general authority to investigate complaints and potential violations related to private trade, business, technical or other schools. The bill would transfer certain oversight functions of such institutions from the Educational Approval Board, which would be eliminated, to the Department of Financial Institutions and Professional Standards (DFIPS), which the bill would create. Additional information is available under the sections "Wisconsin Technical College System" and "Financial Institutions and Professional Standards."

Specific provisions DATCP would be required to enforce would be prohibitions on: (a) institutions' unauthorized use of the terms "college" or "university" without offering an educational program that results in graduates earning an associate degree or higher, and that has accreditation recognized by the U.S. Department of Education or the Council for Higher Education Accreditation; and (b) institutions' unauthorized use of the terms "state" or "Wisconsin" in such a manner as to mislead the public into believing the institution is part of the University of Wisconsin System or the Wisconsin Technical College System. The provision would eliminate language allowing for institutions with a foreign equivalency, as determined by the EAB, to be considered accredited in some circumstances. Also, DATCP would assume responsibility for enforcing prohibitions against persons issuing or using false academic credentials, including degrees, transcripts and certificates.

Additionally, the bill includes directives: (a) transferring to DATCP the assets, liabilities, tangible personal property, pending matters and current contracts pertaining to the EAB's consumer protection functions; (b) providing pertinent orders and administrative rules in effect as of the transfer remain in effect until their expiration date, if specified, or until amended or repealed by DATCP; and (c) transferring, no later than January 31, 2016, to a DATCP PR appropriation for services performed for other state agencies, the unencumbered balance of DFIPS's PR professional licensure appropriation attributable to consumer protection functions transferred by the bill. The Secretary of Administration would be responsible for determining program components and funding to be transferred.

**Joint Finance:** Delete provision.